

CG Ticket No.

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INDEPENDENT INSURANCE AGENTS OF MISSISSIPPI

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July 30, 2003

SEP 08 2003

Federal Communications Commission
Office of the Secretary

The Honorable Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

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Distribution Center

Dear Chairman Powell:

As the State Executive of the Independent Insurance Agents of Mississippi, I am writing to strongly oppose the Federal Communications Commission (FCC) "Do Not Call" telemarketing rule, published in the Federal Register on July 25, 2003. The implementation of the new rule will create an extremely negative impact on the association community's ability to effectively communicate with its members about valuable member benefits, chill economic growth, and impose new labor and time-intensive administrative burdens on all 300,000 members of the Independent Insurance Agents & Brokers of America (IIBA).

The FCC rule prohibits anyone from sending unsolicited faxes – regardless of any pre-existing business relationship – on any topic that could be considered an advertisement. Even faxes for an upcoming annual meeting or business-related course would require prior written consent from the recipient in order to avoid penalties of up to \$11,000. While I understand that the foundation of this provision was created with the rights of residential fax numbers in mind, it creates an onerous restriction on a member association's ability to communicate effectively to members about resources members expect to learn of and have access to from their trade association. The effect of this restriction would severely undermine the progress our association has endeavored to make in serving our members by providing them with information and tools to maintain the highest level of professionalism possible.

I urge you to reverse the regulation for businesses, including trade associations, with respect to individuals with whom they have pre-existing business relationships. Such a change would enable trade associations to continue to communicate by facsimile with the members they serve, and other businesses to maintain their communications with their customers and clients.

Thank you for your consideration of this request.

Sincerely,

Clinton A. Graham
Executive Vice President